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Journals Division
1427 East 60th Street
Chicago, IL 60637
October 2003

The University of Chicago Press

Journal of British Studies
Circulation and Marketing Report



Prepared for the
North American Conference on
British Studies

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Section One: Current Situation

Circulation

JBS Circulation

Total projected circulation for the *Journal of British Studies* at the end of Volume 42 (2003) is 1,544. This represents a slight increase over the 2002 total (1,539). Projected changes in circulation by subscriber type are as follows:

- Institutional subscriptions will decrease by 1, from 796 to 795
- Non-member individual subscriptions will decrease by 2, from 26 to 24
- NACBS member subscriptions will decrease by 2, from 692 to 690

While these figures do not show any increase in subscriber base (the slight increase in total circulation is actually a result of an increase in complimentary subscriptions by 10), they are still encouraging in today's academic market where overall subscriber rates tend to decline from year to year. Further, we believe this figure does not accurately represent the true growth rate of the journal. There is every reason to believe that the figure for domestic institutions is artificially low as a result of the divine/RoweCom, inc. bankruptcy (see below, page 6) and, as such, represents only a temporary decline in what may well be a growing category. In sum, circulation for the *Journal of British Studies* appears to be stable.

NACBS Membership

Total NACBS membership is projected to decrease by 1.3 percent by the end of 2003, from 990 to 977. Projected changes for each membership type are as follows:

- Regular membership (both *JBS* and non-*JBS* subscribers) decreases by 24, from 821 to 797 (down 3 percent)
- Student membership (both *JBS* and non-*JBS* subscribers) increases by 11, from 131 to 142 (up 8 percent)
- Members with *JBS* subscriptions decrease by 2, from 692 to 690
- Members without *JBS* subscriptions decrease by 11, from 298 to 287 (down 3.7 percent)

Overall, NACBS membership has held onto much of the ground gained in 2002, with the increase in student subscriptions accounting for the only major gain in membership.

Journal of British Studies

Circulation

Date of report	1997 9-15	1998 8-19	1999 8-26	2000 8-31	2001 9-9	2002 11-21	2003 Projection	Diff. 02-03	Diff. 89-01	Diff. 94-01	Diff. 01-02
Institutions											
U.S.	518	524	472	464	455	474	470	-0.8%	-8.1%	-11.1%	4.2%
Outside U.S.	288	275	269	283	289	322	325	0.9%	2.5%	-1.7%	11.4%
Total Institutions	806	799	741	747	744	796	795	-0.1%	-4.2%	-7.7%	7.0%
Individuals											
U.S.	17	13	10	19	11	10	12	20.0%	-56.0%	-15.4%	-9.1%
Outside U.S.	23	18	14	11	17	16	12	-25.0%	0.0%	-5.6%	-5.9%
Total Individuals	40	31	24	30	28	26	24	-7.7%	-33.3%	-9.7%	-7.1%
NACBS Members											
U.S.	511	476	458	420	446	477	460	-3.6%	-17.6%	-13.6%	7.0%
Outside U.S.	81	80	77	75	85	98	97	-1.0%	26.9%	1.2%	15.3%
Students--U.S.	123	92	69	72	82	79	93	17.7%	0.0%	-36.4%	-3.7%
Students--outside U.S.	19	8	8	5	6	12	12	0.0%	-53.8%	-66.7%	100.0%
Sustaining	27	22	15	11	13	13	11	-15.4%	-35.0%	-31.6%	0.0%
Life			10	12	13	13	17	30.8%			0.0%
Total NACBS members	761	678	637	595	645	692	690	-0.3%	-10.8%	-15.8%	7.3%
Total individuals/members	801	709	661	625	673	718	714	-0.6%	-12.0%	-15.6%	6.7%
Complimentary	42	42	48	46	58	25	35	40.0%	41.5%	28.9%	-56.9%
Total U.S.	1238	1169	1072	1044	1078	1091	1098	0.6%	-10.5%	-12.6%	1.2%
Total outside U.S.	411	381	368	374	397	448	446	-0.4%	4.7%	-4.1%	12.8%
Grand Total	1649	1550	1450	1418	1475	1539	1544	0.3%	-6.8%	-10.5%	4.3%

NOTE: After 1999 institutional numbers have been adjusted to include number of copies that have U.S. addresses but are reshipped to other countries in the outside U.S. figures.

NACBS members not subscribing to JBS

U.S.	205	176	163	177	189	210	208	-1.0%	-15.6%	-5.5%	11.1%
Outside U.S.	21	17	23	19	43	36	32	-11.1%	230.8%	79.2%	-16.3%
Students-U.S.			15	22	24	34	31	-8.8%			41.7%
Students outside U.S.			4	1	8	6	6	0.0%			-25.0%
Sustaining					1	1	2	100.0%			0.0%
Life			10	9	8	11	8	-27.3%			37.5%
Total	226	193	215	228	273	298	287	-3.7%	15.2%	21.9%	9.2%
Total NACBS members	987	871	852	823	918	990	977	-1.3%	-4.4%	-7.3%	7.8%

NACBS JBS Subs

U.S.	446	477	460
Outside U.S.	85	98	97
Students--U.S.	82	79	93
Students--outside U.S.	6	12	12
Sustaining	13	13	11
Life	13	13	17
Total NACBS member subs	645	692	690

NACBS members(combined)

U.S.	597	635	687	668	-2.8%	6.4%
Outside U.S.	94	128	134	129	-3.7%	36.2%
Students-US	94	106	113	124	9.7%	12.8%
Students outside US	6	14	18	18	0.0%	133.3%
Sustaining	11	14	14	13	-7.1%	27.3%
Life	21	21	24	25	4.2%	0.0%
Total	823	918	990	977	-1.3%	11.5%

Renewals

The overall renewal rate for the *Journal of British Studies* for 2003 is 87 percent. (Previous renewal rates in 2001 and 2002 were both 85 percent.) A breakdown of renewal rates by category for 2003 follows:

	Renewal Rate		
	2003	2002	2001
USA	89%	85%	85%
Foreign	82%	86%	85%
Institutions	88%	91%	92%
Individuals - Members	76%	80%	87%
Individuals - Non-Members	58%	NA	NA
Students	60%	57%	74%
NACBS members			
(all; <i>JBS</i> and non-<i>JBS</i>)	83%	79%	85%
Overall Renewal Rate	87%	85%	85%

divine/RoweCom, inc.

As discussed above, the bankruptcy of divine/RoweCom, inc. has had an impact on the 2003 institutional circulation of the *Journal of British Studies* (as it has on that of other journals). Most institutional customers do not deal with publishers directly but instead subscribe through subscription agencies. This allows an institution to make one bulk payment to an agency which then takes out subscriptions with various publishers on behalf of the institution. The largest agencies The University of Chicago Press deals with are EBSCO and Swets. divine/RoweCom, inc. was also among the larger agencies, and its demise has affected all academic publishers. There were 109 *JBS* subscriptions handled by RoweCom in 2002. We take this number as the base number of subscriptions affected by the RoweCom bankruptcy (with the understanding that some of these customers may have intentionally chosen not to renew their subscription to the journal in 2003). As of 24 September 2003, 38 of these institutions have renewed their subscriptions through another agency, 60 are identified as having paid RoweCom for a subscription for 2003 and are being graced a subscription by the Press, and the remaining 11 we have not yet been able to trace (either by contacting those acting for divine/RoweCom, inc., or by attempting to contact the institutions directly).

We have posted a notice to institutions requesting that they contact The University of Chicago Press as soon as possible in order to explain the status of their subscriptions (whether or not they have renewed, and whether or not they paid divine, inc.) on a number of listservs, chiefly the RoweCom creditors group at Yahoo.com. We have sent a similar notification by mail to institutions; we will not be able to contact institutions that had orders reshipped from the U.S. since we do not have their contact information. In addition, libraries and publishers were given a choice of signing the RoweCom Prepaid Order Agreement, which specified that participating publishers will fulfill 2003 prepaid subscription orders and participating libraries will make a good faith effort to renew their subscriptions for 2004. We have also contracted PCG, Inc. (a telemarketing firm), to call unresponsive institutions who have signed the above agreement, as well as those institutions which did not sign the agreement. Furthermore, the international divine/RoweCom, inc. divisions (including Australia and Canada) are in various forms of bankruptcy. Again, over the coming months we will have a firmer idea of the status and number of affected orders.

We will attempt, through future telemarketing and institutional marketing programs, to recover any losses where possible. We also will continue to work with agencies to explore additional means of approaching lapsed institutional agency subscribers.

Telemarketing Efforts

The final results for the current telemarketing campaign to institutional subscribers to the *Journal of British Studies* who had lapsed by the end of 2001 are detailed in the *Journal of British Studies* "Final Telemarketing Report." The conclusion of that report is as follows.

Chicago customer service and marketing staff undertook the campaign to contact the lapsed domestic institutions. Chicago contracted with Publishers Communications Group, Inc. (PCG) to contact lapsed institutional subscribers in the following countries and regions: South America (except Cuba), Australia, New Zealand, Hong Kong, Western Europe (countries speaking French, Italian, Portuguese, Spanish, German), Scandinavia, Algeria, Tunisia, Morocco, South Africa, and any island countries in the Pacific or Atlantic that speak English, French, or Spanish.

PCG and Chicago staff were able to contact 81 percent of *JBS* customers. Just over a third of U.S. and Canadian customers had renewed or planned to renew their subscriptions, while 80 percent of foreign customers had done so or were planning to do so; i.e., an overall rate of almost 60 percent. These figures are high when compared with those for the other social science journals in this year's telemarketing survey. Of those that cancelled, the most had done so due to lack of funds, at times coupled with lack of use or need (curriculum changes). We should bear in mind for the future the increasing tendency for institutions to cancel duplicate subscriptions or to cancel where access can be obtained through links with a neighboring institution. Continued budgetary constraints are prompting librarians to become increasingly resourceful. This will have an impact on future subscription patterns for *JBS* as institutions adapt to its online publication.

Cancellations came from a range of educational institutions. There was no clear institutional or geographical pattern to cancellations, although the majority of cancellations came from the U.S.

The most significant factor in renewal decisions in general was budget, with usage a very close second. There was some interest among the domestic respondents in alternative access models (single-articles sales, time-based subscriptions), but little among foreign institutions.

The U.S. had the highest cancellation rate with 64 percent. Otherwise, there was no geographical pattern since the cancellation rate for *JBS* outside the U.S. was so low.

Library staff tended to consider an electronic subscription to a journal to be an adequate replacement for a traditional print subscription, although foreign respondents were less likely to do so. Only one domestic respondent indicated they would resubscribe to a previously cancelled subscription if a less-costly electronic-only option were available compared with just over a third of foreign respondents.

Direct Mail Efforts

There have been two major direct mail campaigns for the *Journal of British Studies* since the last reporting.

1. A total of 5,990 pieces were mailed in March 2003. The pieces were mailed to the following lists:
 - American Historical Association (selects in European History)
 - *Victorian Studies*
 - *Albion* (non-subscribing NACBS members)
 - *JBS* expires

Response to the mailing was satisfactory (2.5 percent overall), resulting in a total of 127 subscription orders (51 by mail, 76 online) and a total generated income of \$6,557.50. The total cost for this mail campaign was \$6,208.98. Thus, costs were recovered with a modest net gain of \$348.52.

2. A total of 2,700 pieces were mailed in September 2003. The pieces were mailed to the following lists:

- *Victorian Literature and Culture*
- Selected university professors and academics in related fields

It is currently too early to provide response rates for this mailing

Additionally, the Press exchanged 750 pieces (same brochure as used in the direct mail efforts) with the Institute of Historical Research in London in September 2003. It is currently too early to provide response rates for this exchange.

As always, we welcome suggestions about mailing lists that you might like us to try in future promotions.

Advertising and List Rental

Paid and Exchange Advertising

The October 2003 issue has not been published, thus total counts may increase slightly. Using the numbers we have so far, the number of paid advertising pages (15) is down from the previous year (17). Total advertising revenue for 2003 is currently \$5,447.00. This is down from \$6,415.00 in 2002.

Currently *JBS* holds advertising exchanges with the following journals:

- *Historical Reflections*
- *Journal of the History of Sexuality*
- *Journal of Victorian Culture*
- *Parliamentary History*
- *Victorian Studies*

Such exchanges are a cost-effective way of promoting the journal to a number of audiences, especially those overseas. We welcome suggestions of additional journals to approach for advertising exchanges.

List Rental

List rental revenue was \$585 in fiscal year 2003. This is down from the previous year's total of \$1,055. While list rental has never been a substantial source of income for the *Journal of British Studies*, we continue to see some income from this source each year.

Exhibits

The *Journal of British Studies* was exhibited at the meetings listed in Appendix I. This appendix also provides a listing of some future exhibits for 2004.

UCP Web Usage and JSTOR Usage Statistics

Appendixes II and III provide detailed usage statistics for the UCP *Journal of British Studies* Web site and also for the *Journal of British Studies* in JSTOR.

Competition

See Appendix IV.

Section Two: Marketing Plan

Market Definition:

The core market for *Journal of British Studies* is made up of scholars and researchers who study British history and civilization, as well as the institutions with which they are affiliated.

Marketing Objectives:

Short Term:

- Maintain and grow subscriber base
- Assess *Journal of British Studies's* coverage of U.S. institutions
- Assess *Journal of British Studies's* coverage of non-U.S. institutions
- Communicate change in NACBS publications program
- Increase journal profile and online edition usage

Long term:

- Maintain and grow subscriber base
- Increase electronic usage
- Leverage e-product possibilities; grow and diversify e-commerce (following revisions of Web site and the incorporation of new eCommerce software)
- Develop pricing strategies that reflect new market dynamics

Marketing Activities: Short Term

Institutional Classification

In order to achieve many of the stated marketing objectives we need to understand more fully the markets we serve. To this end, we are identifying and classifying our institutional subscribers (both U.S. and non-U.S.). Once this process is complete we will have more accurate institutional profiles. With these profiles we will be able to analyze market extension and market share, and thereby to define and pursue targeted institutional subscriber initiatives.

U.S. Institutions

We are in the process of producing U.S. institutional profiles for the *Journal of British Studies*. We have started classifying U.S. institutional subscribers with the Carnegie Classifications (see www.carnegiefoundation.org/publications/classification_2000.htm). *The Carnegie Classification of Institutions of Higher Education* uses empirical data on U.S. academic institutional behavior during a specified time frame to identify groups of colleges and universities that share certain traits. In addition to using the Carnegie Classifications for academic institutions, we have also started to classify non-academic (e.g., corporate and government) institutions with additional categories.

Non-U.S. Institutions

There is no system of classification equivalent to the Carnegie Classifications for non-U.S. academic institutions. Additionally, there is no single model for the non-U.S. institutional market. While there are similarities among all academic institutional markets, each remains unique from the standpoint of academic organization, institutional behavior, (micro and macro) economic forces, and disciplinary identity, as well as more general cultural issues. This is equally true when comparing U.S. to non-U.S. institutional markets as when comparing one non-U.S. (country's) market to another non-U.S. market. While it is the case that there are common issues faced in marketing to all non-U.S. markets, specific answers even to these common issues depend upon an understanding of the unique nature of each country's market. We have found that the non-U.S. institutional market must be approached

on a country-by-country basis. An analysis by discipline (where information is available) in the context of the major non-U.S. markets is our present aim.

However, in order to relate such analyses to our current market share we must know who our non-U.S. customers are; and this information is more obscure than one might suppose. Academic libraries (which make up the overwhelming majority of our institutional customers) purchase subscriptions to periodical literature almost exclusively through subscription agencies. It is industry practice for subscription agencies to supply publishers with only U.S. re-shipper addresses. Thus publishers do not know who the bulk of their non-U.S. institutional customers are. We have been aggressively pursuing this information with the larger agencies, and, to date, we are in possession of about 80 percent of the non-U.S. institutional end-user information. (This is an average across all of our titles, and will vary in the case of specific journals. The specific figure for the *Journal of British Studies* is 89 percent.) As such we now have meaningful, but incomplete, lists of this group of customers. It should be noted that, while we are striving for ever greater transparency, there are hundreds of subscription agencies with whom we deal, and only a handful of these submit significant numbers of orders to us (principally: Swets Blackwell, EBSCO, and, in Japan, Kinokuniya). The remaining agencies taken together do represent a significant percentage of our total orders, but each individual agency submits very few of these orders. Retrieving end-user information from many small agencies is a difficult, time consuming activity at best, as they are under no obligation to share this information with us. While we are happy with the progress we have made thus far with the larger agencies, we are realistic about the possibility of achieving 100 percent end-user information.

Before proceeding to discuss plans for marketing to institutions, a word should be said about the importance and value of these subscription agencies to our business efforts. To begin, this is the sales model for the institutional market, and all publishers take advantage of the sales power of subscription agencies. As stated, libraries prefer—and choose—to buy directly from subscription agencies. Each agency has a financial interest in selling as many subscriptions as possible. Agencies know and can reach the various markets for our products, they have commissioned, professional staff dedicated to product sales, and they can negotiate the unique business cultures in the many countries in which they operate. What may be lost—or may have been lost—in market transparency is more than made up in service rendered, as agencies greatly extend our reach into the many markets they serve. They are the publisher's best partners for selling to the many institutional markets.

Marketing to Institutions

Based upon analyses of the completed institutional profiles, we plan to undertake the following marketing efforts to maintain and/or increase the institutional subscriber base, as well as to promote online usage:

- Identify and pursue any untapped market potential, both U.S. and non-U.S.
- Work with subscription agencies and marketing organizations to
 - Refine our reach into the non-U.S. market
 - Promote institutional site license activation (both U.S. and non-U.S.)
- Post a free sample issue of the journal on the *Journal of British Studies* Web site
- Place space ads in the journal aimed at increasing electronic usage
- Contact all institutions lost as a result of divine/RoweCom, inc. bankruptcy and retain as subscribers
- Send a letter to all institutional subscribers (for whom end-user information is available) explaining the changes resulting from the consolidation of *Albion* with the *Journal of British Studies*.

Members/Individual non-Members

We will continue to promote the *Journal of British Studies* as well as membership in the NACBS. Any promotion efforts should serve two purposes:

- Acquiring new and renewing established memberships/subscriptions
- Increasing online edition usage and journal profile (the importance of which is detailed below)

To these ends we plan to do the following to market the *Journal of British Studies* in the coming year:

- Conduct a direct mail campaign both targeting new members/subscribers and promoting the online edition of the journal
- Advertising efforts to include:
 - Exchange of advertising with related journals
 - Placement of space ads in key UCP journals
 - Promotion of free eTOC alerts with space ads in the journal
- Continued exhibits effort
- Ongoing renewal effort

Additionally:

- We will send a letter to all individual non-member subscribers (in spring/summer 2004) explaining the changes resulting from the consolidation of *Albion* with the *Journal of British Studies*. This letter also will introduce the new editors of the combined journal.
- In consultation with the NACBS, we will send a letter to all individual member subscribers explaining the changes resulting from the consolidation of *Albion* with the *Journal of British Studies*.

Marketing Activities: Long Term

While it is important to continue with traditional marketing efforts (outlined above) in order to maintain and grow (where possible) the subscriber base of the *Journal of British Studies*, the key issues for the future all hinge on the electronic editions of the journal.

Usage

Increasing electronic usage of the journal is ever more important in order both to maintain (and increase) its standing among other journals in the field and to retain the customer base. To that end:

- As stated above, we are already working to increase usage by encouraging institutions to activate their site licenses, as this is a key factor that will promote online usage. We have encouraged our agency partners to gather and communicate the information necessary for us to contact institutions about site license activation; and as we obtain more end-user information about non-U.S. reshipped orders, we will be able to contact those institutions as well. Our goal is to have every institution activate its site license.
- Ongoing improvements to the electronic edition, both those that serve to inform potential readership (e.g., eTOC, and links to relevant Web sites) and those that make the electronic edition more appealing (e.g., advanced search features, linking, article enhancements, and Web site design) will serve to increase electronic usage. We are continuously monitoring the competition and working to be a leader in this regard.

E-Commerce

The Press is currently preparing to significantly upgrade our e-commerce system to keep us competitive with all publishers of electronic products. This upgrade includes a total Web site redesign in combination with the implementation of state-of-the-art software (eRights) that will enable us to greatly enlarge our e-product range. Once these upgrades have been made we will be able to offer many new services and products, including:

- Single-article sale and delivery
- Meta-books composed of articles related by topic (or by any other affinity)
- Virtual journal subscriptions based upon individual preferences
- New subscription models
- Greater access control

Additionally, the new software will enable us to track usage and access in detailed and meaningful ways, and this will give us the information needed to develop pricing strategies to deal with the new economic realities of e-publishing.

Pricing

While electronic publishing has greatly advanced the mission of scholarly publishing by providing rapid and easy access to a wider range of readers, it has also started an economic revolution in the business of academic publishing. This economic revolution, in fact, threatens the existence of scholarly presses. Non-member individuals, with few exceptions, no longer need to maintain their personal subscriptions. As a result, the burden shifts even more heavily upon the institutional libraries that support education and research. Additionally, electronic access renders multiple institutional subscriptions (that overlap in online access) redundant. In the financially difficult world of academic libraries, the trend is to consolidate and thus eliminate such redundancy. Further, this constriction of the overall market comes at a time of increasing costs for electronic production. Pricing structures that reflect the new economic realities resulting from the introduction of this truly new product must be developed or the cost of production soon will far outstrip income from sales.

A bewildering number of pricing structures already are in use.¹ But without the ability to thoroughly track online usage and follow usage patterns, there are few objective criteria for determining a price structure. We plan to use the upgraded tracking capabilities provided by the new software to carefully monitor many aspects of online activity. We plan to spend 12 to 18 months tracking and analyzing the ways that our customers access and use the *Journal of British Studies*. Then, once we have gained an understanding of usage patterns, we intend to develop and propose to the NACBS a pricing structure that takes into account the realities of usage.

¹ In his paper "Pricing models for electronic products – as tangled as ever," Stephen Rhind-Tutt listed sixty different models of pricing in active use (alexanderst.com/articles/article04.htm). These models can also be used in combination: Rhind-Tutt writes that these combinations allow for 20,000 different kinds of models, "for certain vendors... the models themselves have become so complex that the vendor needs to use databases to calculate prices."

Appendix I: Exhibits

Exhibit	FY 2003		
AMERICAN HISTORICAL ASSOCIATION	1/2/2003 - 1/5/2003	Chicago, IL	Press Booth
AMERICAN STUDIES ASSOCIATION	11/14/2003 - 11/17/2003	Houston, TX	Press Booth
GROUP FOR EARLY MODERN CULTURAL STUDIES	11/14/2003 - 11/17/2003	Tampa, FL	Scholars
INTERDISCIPLINARY NINETEENTH CENTURY STUDIES	3/20/2003 - 3/23/2003	Santa Cruz, CA	Library of Social Science
INTERNATIONAL CONGRESS ON MEDIEVAL STUDIES	5/7/2003 - 5/11/2003	Kalamazoo, MI	Press Booth
INTERNATIONAL MEDIEVAL CONGRESS	7/7/2003 - 7/11/2003	Leeds, UK	Press Booth
MEDIEVAL ACADEMY OF AMERICA	4/10/2003 - 4/12/2003	Minneapolis, MN	Scholars
MEDIEVAL ASSOCIATION OF THE PACIFIC	3/28/2003 - 3/29/2003	Portland, OR	Scholars
MEDIEVAL FORUM	4/19/2002 - 4/20/2002	Plymouth, NH	Scholars
MODERN LANGUAGE ASSOCIATION	12/27/2002 - 12/30/2002	New York, NY	Press Booth
NORTH AMERICAN CONFERENCE ON BRITISH STUDIES	11/8/2002 - 11/10/2002	Baltimore, MD	Scholars
NORTHEAST AMERICAN SOCIETY FOR 18TH CENTURY	10/17/2002 - 10/19/2002	New York, NY	Scholars
ORGANIZATION OF AMERICAN HISTORIANS	4/3/2002 - 4/6/2002	Memphis, TN	Press Booth
RENAISSANCE SOCIETY OF AMERICA	3/27/2003 - 3/29/2003	Toronto, Canada	Press Booth
SHAKESPEARE ASSOCIATION OF AMERICA	4/10/2003 - 4/12/2003	Victoria, Canada	Scholars
SIXTEENTH CENTURY STUDIES CONFERENCE	10/24/2002 - 10/27/2002	San Antonio, TX	Scholars
SOCIETY FOR HISTORICAL ARCHAEOLOGY	1/14/2003 - 1/19/2003	Providence, RI	Scholars
SOCIETY OF EARLY AMERICANISTS	4/10/2003 - 4/13/2003	Providence, RI	Scholars
	FY 2004		
AM. SOCIETY FOR 18TH CENT. STUDIES / INT'L CONGRESS ON THE ENLIGHTENMENT	8/3/2003 - 8/10/2003	Los Angeles, CA	Scholars
AMERICAN STUDIES ASSN	10/16/2003 - 10/19/2003	Hartford, CT	Press Booth
INTERNATIONAL MEDIEVAL CONGRESS	7/14/2003 - 7/17/2003	Leeds, UK	Press Booth
INTERNATIONAL SOCIETY OF ANGLOSAXONISTS	8/4/2003 - 8/9/2003	Scottsdale, AZ	Scholars
MODERN LANGUAGE ASSOCIATION	12/27/2003 - 12/30/2003	San Diego, CA	Press Booth
NORTH AMERICAN CONF. ON BRITISH STUDIES \ NORTHWEST CONF. ON BRIT. STUDIES	10/24/2003 - 10/26/2003	Portland, OR	Scholars
N. AM. SOCIETY FOR THE STUDY OF ROMANTICISM / BRITISH ASSN FOR ROMANTIC STUDIES	8/1/2003 - 8/5/2003	New York, NY	Scholars
NORTHEAST AMERICAN SOCIETY FOR 18TH CENTURY STUDIES	11/6/2003 - 11/9/2003	Chicago, IL	Scholars
SIXTEENTH CENTURY STUDIES CONFERENCE	10/30/2003 - 11/2/2003	Pittsburgh, PA	Scholars
SOCIETY FOR HISTORIANS OF THE EARLY AMERICAN REBUBLIC	7/17/2003 - 7/20/2003	Columbus, OH	Scholars

Appendix II: UCP Web Usage Statistics

Usage of *JBS* and NACBS Web sites

Introduction

Following is a report on the usage of the *Journal of British Studies* and the NACBS Web sites from 1 July 2002 through 20 August 2003. This report is divided into the following sections:

- *JBS* Web site usage
- NACBS Web site usage
- NACBS Membership Directory usage

For more information, please go to the URLs listed below.

Journal of British Studies Web site usage

http://www.journals.uchicago.edu/webstats/JBS/JBS_2002-2003.HTM

The *Journal of British Studies* Web site saw 32,494 visitor sessions in the fourteen-month period covered by this report, with an average of about 78 visitors per day. 51.43 percent of these visitors were coming from the U.S., 20.76 percent from outside the U.S., with the remainder (27.8 percent) being of unknown origin. The table on the following page shows the 20 most frequently viewed *JBS* articles during this period.

As would be expected, usage drops off in periods of academic vacation, notably May to August and December to January; however the overall trend is steady and increasing usage.

NACBS Web Site Usage

http://www.journals.uchicago.edu/webstats/NACBS/NACBS_2002-2003.HTM

There were 16,995 visitor sessions or about 40 per day to the NACBS Web site. 72.5 percent were from the U.S. and 10 percent were from outside the U.S. (the remainder being of unknown origin). The most frequently viewed page was "Publishing a First Book," but the page with the longest average viewing time was the "NACBS Report" with an average viewing period of 5 minutes 36 seconds.

NACBS Online Membership Directory

http://www.journals.uchicago.edu/webstats/NACBS/NACBS_DIR_2002-2003.HTM

Total visitor sessions numbered 3,048 with a daily average of 7. Almost 69 percent of visits were from the U.S., with just over 22 percent being from outside the U.S. (the remainder being of unknown origin).

Most Requested *Journal of British Studies* Articles on the University of Chicago Press Web Site, July 2002 – August 2003

http://www.journals.uchicago.edu/webstats/JBS/JBS_ARTICLES_2002-2003.HTM

The following table shows the top twenty articles accessed at the *Journal of British Studies* Web site. Ranking is based on visitor sessions. The most popular article was Epstein, “Introduction: New Directions in Political History” (41:3), while the article with the longest viewing time was Brooke, “Review: Memory and Modernity,” with an average viewing time of almost three minutes

Most Requested Pages					
	Pages	Views	% of Total Views	Visitor Sessions	Avg. Time Viewed
1	Epstein, Introduction http:// www.journals.uchicago.edu/JBS/journal/issues/v41n3/ 041306/041306.text.html	232	14.62%	224	00:01:22
2	McLaren, The Quest for a King http:// www.journals.uchicago.edu/JBS/journal/issues/v41n3/ 041301/041301.text.html	156	9.83%	152	00:01:26
3	Francis, Tears, Tantrums, and Bared Teeth http:// www.journals.uchicago.edu/JBS/journal/issues/v41n3/ 041304/041304.text.html	100	6.3%	98	00:01:26
4	Grant, Bones of Contention http:// www.journals.uchicago.edu/JBS/journal/issues/v41n3/ 041303/041303.text.html	85	5.35%	85	00:00:46
5	Patterson, Review: Turning over Millennial New Leaves http:// www.journals.uchicago.edu/JBS/journal/issues/v41n3/ 041305/041305.text.html	76	4.79%	72	00:02:07
6	Haigh, Parish Squabbles http:// www.journals.uchicago.edu/JBS/journal/issues/v41n4/ 041401/041401.text.html	69	4.35%	66	00:01:29
7	Gilmartin, Theater of Counterrevolution http:// www.journals.uchicago.edu/JBS/journal/issues/v41n3/ 041302/041302.text.html	67	4.22%	65	00:02:31
8	Cocks, Review: Naughty Narrative Nineties http:// www.journals.uchicago.edu/JBS/journal/issues/v41n4/ 041407/041407.text.html	67	4.22%	65	00:01:12
9	Scully, Review: Imperial Crossings http:// www.journals.uchicago.edu/JBS/journal/issues/v41n4/ 041406/041406.text.html	64	4.03%	61	00:00:51
10	Cohen, Who Was Who? http:// www.journals.uchicago.edu/JBS/journal/issues/v41n4/ 041403/041403.text.html	60	3.78%	60	00:02:06
11	Ross, Review: Long Live the Family http:// www.journals.uchicago.edu/JBS/journal/issues/v41n4/ 041408/041408.text.html	63	3.97%	59	00:01:43
12	Jankovic, Sky Battles http:// www.journals.uchicago.edu/JBS/journal/issues/v41n4/ 041402/041402.text.html	58	3.65%	56	00:00:46
13	Levine, Review: Violence of the Status Quo http:// www.journals.uchicago.edu/JBS/journal/issues/v41n4/ 041405/041405.text.html	59	3.72%	55	00:01:17
14	Watson, Wars In The Wards http:// www.journals.uchicago.edu/JBS/journal/issues/v41n4/ 041404/041404.text.html	32	2.01%	32	00:02:28
15	Brooke, Review: Memory and Modernity http:// www.journals.uchicago.edu/JBS/journal/issues/v42n1/ 420107/420107.text.html	33	2.08%	31	00:02:54
16	Parnham, The Nurturing of Righteousness http:// www.journals.uchicago.edu/JBS/journal/issues/v42n1/ 420101/420101.text.html	37	2.33%	29	00:02:04
17	Krueger, Why She Lived at the PRO http:// www.journals.uchicago.edu/JBS/journal/issues/v42n1/ 420103/420103.text.html	36	2.26%	28	00:02:49
18	Clark, Review: Changing Concepts of Citizenship http:// www.journals.uchicago.edu/JBS/journal/issues/v42n2/ 420206/420206.text.html	34	2.14%	28	00:01:12
19	Mandler, Review: How Modern Is It? http:// www.journals.uchicago.edu/JBS/journal/issues/v42n2/ 420207/420207.text.html	29	1.82%	27	00:01:57
20	Chaplin, Review: The Natural History of British Imperialism http:// www.journals.uchicago.edu/JBS/journal/issues/v42n1/ 420106/420106.text.html	31	1.95%	26	00:01:14

Appendix III: JSTOR Usage Statistics for *Journal of British Studies*

Please note

Throughout the JSTOR Usage Statistics Report, “articles” refers to all items in an issue, including full-length articles, book reviews, editorials, etc. Journals within each subject group have been released in the database at different times and may be available at different numbers of institutions.

Journal of British Studies first appeared in JSTOR in December 2001, at which point there were forty titles in the category “History.” The category has now expanded to include forty-eight titles, and will presumably continue to grow.

Usage of *Journal of British Studies* in JSTOR (January 2002– September 2003)

The tables on the following page report usage of the *Journal of British Studies* in JSTOR in calendar 2002 and calendar 2003 to 24 September 2003. Usage of JCR continues to remain steady.

Following these tables are two lists, each showing the 25 most frequently accessed *Journal of British Studies* articles in JSTOR (note the wide chronological range). The first list is for calendar 2002 and the second is for calendar 2003 through 24 September. The ranking of these articles is based on the sum of total viewings and total printings. Number one for 2002 is “Britishness and Otherness: An Argument,” which has slipped to second place in 2003, yielding the number one spot to: “An Empire of Goods: The Anglicization of Colonial America, 1690-1776.”

Journal Article Usage during 2002

Across all sites.

	Available in JSTOR during 2002		Unique Articles Viewed		Unique Articles Printed	
Journal Group	Titles	Articles	Count	% of Journal Group	Count	% of Journal Group
<i>Journal of British Studies</i>	1	910	866	95.2%	674	74.1%
All History Titles	48	289,152	162,708	56.3%	116,593	40.3%
All JSTOR Titles	464	2,018,295	951,878	47.2%	803,836	39.8%

Journal Group	Article Views	% from your journal	Article Printings	% from your journal
<i>Journal of British Studies</i>	27,237	100.0%	11,102	100.0%
All 48 History Titles	3,011,488	0.9%	1,438,708	0.8%
All 464 JSTOR Titles	14,645,816	0.2%	10,666,678	0.1%

84.1 percent of the articles viewed from this journal title were reached by searches, and 74.3 percent of the accesses to this journal title were from sites in the USA.

Journal Article Usage during 2003

Across all sites.

	Available in JSTOR during 2003		Unique Articles Viewed		Unique Articles Printed	
Journal Group	Titles	Articles	Count	% of Journal Group	Count	% of Journal Group
<i>Journal of British Studies</i>	1	1,123	968	86.2%	808	72.0%
All History Titles	48	294,528	168,419	57.2%	123,039	41.8%
All JSTOR Titles	466	2,063,938	1,045,239	50.6%	881,228	42.7%

Journal Group	Article Views	% from your journal	Article Printings	% from your journal
<i>Journal of British Studies</i>	33,643	100.0%	14,385	100.0%
All 48 History Titles	2,957,733	1.1%	1,321,757	1.1%
All 466 JSTOR Titles	15,935,937	0.2%	10,566,130	0.1%

81.9 percent of the articles viewed from this journal title were reached by searches, and 59.2 percent of the accesses to this journal title were from sites in the USA.

Most Frequently Accessed Articles during 2002

Across all sites.

Ranking is by total viewings plus total printings.

Percentages are versus total viewings or printings for this journal title.

Rank	Volume:Issue	Date	Article	Viewings	percent	Printings	percent
1	31:4, Britishness and Europe...	Oct. 1992	"Britishness and Otherness: An Argument" Linda Colley. pp. 309-329	473	1.7%	236	2.1%
2	25:4, Re-Viewing the Eightee...	Oct. 1986	"An Empire of Goods: The Anglicization of Colonial America, 1690-1776" T. H. Breen. pp. 467-499	359	1.3%	329	3.0%
3	25:4, Re-Viewing the Eightee...	Oct. 1986	"British Society in the Eighteenth Century" Robert Allan Houston. pp. 436-466	481	1.8%	126	1.1%
4	35:2, Revisionisms	Apr. 1996	"Historiography, Narrative, and the Nineteenth Century" Richard Price. pp. 220-256	396	1.5%	154	1.4%
5	34:1	Jan. 1995	"Punishment, Discipline, and Power: The Social Meanings of Violence in Early Modern England" Susan Dwyer Amussen. pp. 1-34	386	1.4%	139	1.3%
6	35:4	Oct. 1996	"Gender Trouble and Cross-Dressing in Early Modern England" David Cressy. pp. 438-465	314	1.2%	137	1.2%
7	34:4	Oct. 1995	"Witchcraft and Conflicting Visions of the Ideal Village Community" Anne Reiber DeWindt. pp. 427-463	323	1.2%	126	1.1%
8	33:2	Apr. 1994	"Post-Anti-Colonial Histories: Representing the Other in Imperial Britain" Elazar Barkan. pp. 180-203	263	1.0%	131	1.2%
9	35:2, Revisionisms	Apr. 1996	""Varieties of Irishness": Historical Revisionism, Irish Style" Nancy J. Curtin. pp. 195-219	276	1.0%	114	1.0%
10	30:1	Jan.	"The Myth of the English Reformation"	277	1.0%	80	0.7%

		1991	Diarmaid MacCulloch. pp. 1-19				
11	27:2	Apr. 1988	"Moral and Physical Force: The Language of Violence in Irish Nationalism" L. Perry Curtis Jr.. pp. 150-189	244	0.9%	84	0.8%
12	25:4, Re-Viewing the Eightee...	Oct. 1986	"The Crime Wave: Recent Writing on Crime and Criminal Justice in Eighteenth-Century England" Joanna Innes; John Styles. pp. 380-435	192	0.7%	109	1.0%
13	31:4, Britishness and Europe...	Oct. 1992	"Culture, Britain, and Europe" Geoff Eley. pp. 390-414	225	0.8%	72	0.6%
14	26:4	Oct. 1987	"Edward III and His Family" W. M. Ormrod. pp. 398-422	270	1.0%	24	0.2%
15	31:1	Jan. 1992	"The Rhetoric of Chartist Domesticity: Gender, Language, and Class in the 1830s and 1840s" Anna Clark. pp. 62-88	225	0.8%	68	0.6%
16	11:1	Nov. 1971	"The Writing of Social History: Recent Studies of 19th Century England" Gertrude Himmelfarb. pp. 148-170	227	0.8%	51	0.5%
17	27:3, The Dilemmas of Democr...	Jul. 1988	"The Politics of Sexual Difference: World War I and the Demise of British Feminism" Susan Kingsley Kent. pp. 232-253	173	0.6%	105	0.9%
18	32:2	Apr. 1993	"A New Look at the Reformation: Aristocratic Women and Nunneries, 1450-1540" Barbara J. Harris. pp. 89-113	160	0.6%	108	1.0%
19	32:4, Making the English Mid...	Oct. 1993	"Racism, Imperialism, and the Traveler's Gaze in Eighteenth-Century England" Margaret Hunt. pp. 333-357	186	0.7%	78	0.7%
20	25:4, Re-Viewing the Eightee...	Oct. 1986	"The Politics of Eighteenth-Century British History" Linda Colley. pp. 359-379	198	0.7%	65	0.6%

21	28:4	Oct. 1989	"Inventing Revolution: 1688 and Eighteenth-Century Popular Politics" Kathleen Wilson. pp. 349-386	194	0.7%	54	0.5%
22	34:2	Apr. 1995	""British Subjects" and "British Stock": Labour's Postwar Imperialism" Kathleen Paul. pp. 233-276	177	0.6%	69	0.6%
23	35:1	Jan. 1996	""The Halls of Temptation": Gender, Politics, and the Construction of the Department Store in Late Victorian London" Erika D. Rappaport. pp. 58-83	149	0.5%	88	0.8%
24	1:1	Nov. 1961	"King John and the Historians" C. Warren Hollister. pp. 1-19	140	0.5%	89	0.8%
25	33:1	Jan. 1994	"The Construction of Racial Difference in Twentieth-Century Britain: The Special Restriction (Coloured Alien Seamen) Order, 1925" Laura Tabili. pp. 54-98	160	0.6%	68	0.6%

Most Frequently Accessed Articles during 2003

Across all sites.

Ranking is by total viewings plus total printings.

Percentages are versus total viewings or printings for this journal title.

Rank	Volume:Issue	Date	Article	Viewings	percent	Printings	percent
1	25:4, Re-Viewing the Eightee...	Oct. 1986	"An Empire of Goods: The Anglicization of Colonial America, 1690-1776" T. H. Breen. pp. 467-499	440	1.3%	260	1.8%
2	31:4, Britishness and Europe...	Oct. 1992	"Britishness and Otherness: An Argument" Linda Colley. pp. 309-329	405	1.2%	277	1.9%
3	35:2, Revisionisms	Apr. 1996	"Historiography, Narrative, and the Nineteenth Century" Richard Price. pp. 220-256	552	1.6%	125	0.9%
4	35:4	Oct. 1996	"Gender Trouble and Cross-Dressing in Early Modern England" David Cressy. pp. 438-465	459	1.4%	94	0.7%
5	25:4, Re-Viewing the Eightee...	Oct. 1986	"British Society in the Eighteenth Century" Robert Allan Houston. pp. 436-466	440	1.3%	86	0.6%
6	36:2, Twentieth-Century Brit...	Apr. 1997	"The Language of Imperialism and the Meanings of Empire: Imperial Discourse in British Politics, 1895-1914" Andrew S. Thompson. pp. 147-177	325	1.0%	168	1.2%
7	34:1	Jan. 1995	"Punishment, Discipline, and Power: The Social Meanings of Violence in Early Modern England" Susan Dwyer Amussen. pp. 1-34	310	0.9%	131	0.9%
8	36:2, Twentieth-Century Brit...	Apr. 1997	"White Feathers and Wounded Men: Female Patriotism and the Memory of the Great War" Nicoletta F. Gullace. pp. 178-206	289	0.9%	104	0.7%
9	36:2, Twentieth-Century Brit...	Apr. 1997	""Dark Strangers" in Our Midst: Discourses of Race and Nation in Britain, 1947-1963" Chris Waters. pp. 207-238	243	0.7%	141	1.0%

10	30:1	Jan. 1991	"The Myth of the English Reformation" Diarmaid MacCulloch. pp. 1-19	239	0.7%	135	0.9%
11	25:4, Re-Viewing the Eightee...	Oct. 1986	"The Crime Wave: Recent Writing on Crime and Criminal Justice in Eighteenth-Century England" Joanna Innes; John Styles. pp. 380-435	229	0.7%	125	0.9%
12	31:4, Britishness and Europe...	Oct. 1992	"Culture, Britain, and Europe" Geoff Eley. pp. 390-414	259	0.8%	78	0.5%
13	27:3, The Dilemmas of Democr...	Jul. 1988	"The Politics of Sexual Difference: World War I and the Demise of British Feminism" Susan Kingsley Kent. pp. 232-253	226	0.7%	106	0.7%
14	24:2, Politics and Religion ...	Apr. 1985	"The Ecclesiastical Policy of King James I" Kenneth Fincham; Peter Lake. pp. 169-207	195	0.6%	125	0.9%
15	27:2	Apr. 1988	"Moral and Physical Force: The Language of Violence in Irish Nationalism" L. Perry Curtis Jr.. pp. 150-189	233	0.7%	85	0.6%
16	32:4, Making the English Mid...	Oct. 1993	""Middle-Class" Domesticity Goes Public: Gender, Class, and Politics from Queen Caroline to Queen Victoria" Dror Wahrman. pp. 396-432	193	0.6%	114	0.8%
17	34:4	Oct. 1995	"Witchcraft and Conflicting Visions of the Ideal Village Community" Anne Reiber DeWindt. pp. 427-463	245	0.7%	57	0.4%
18	35:4	Oct. 1996	""A Star Chamber of the Twentieth Century": Suffragettes, Liberals, and the 1908 "Rush the Commons" Case" Ian Christopher Fletcher. pp. 504-530	214	0.6%	87	0.6%
19	33:2	Apr. 1994	"Post-Anti-Colonial Histories: Representing the Other in Imperial Britain" Elazar Barkan. pp. 180-203	210	0.6%	84	0.6%
20	40:4, At Home in the Empire	Oct. 2001	"Good Sports and Right Sorts: Guns, Gender, and Imperialism in British India" Mary A. Procida.	227	0.7%	67	0.5%

			pp. 454-488				
21	25:4, Re-Viewing the Eightee...	Oct. 1986	"The Politics of Eighteenth-Century British History" Linda Colley. pp. 359-379	211	0.6%	79	0.5%
22	40:4, At Home in the Empire	Oct. 2001	"Britishness, Clubbability, and the Colonial Public Sphere: The Genealogy of an Imperial Institution in Colonial India" Mrinalini Sinha. pp. 489-521	200	0.6%	75	0.5%
23	10:2	May 1971	"The Problem of "Nationalism" and "Imperialism" in British Settlement Colonies" Douglas Cole. pp. 160-182	182	0.5%	82	0.6%
24	36:4	Oct. 1997	"The Labour Party, Women, and the Problem of Gender, 1951-1966" Amy Black; Stephen Brooke. pp. 419-452	208	0.6%	50	0.3%
25	28:2	Apr. 1989	""So Few Prizes and So Many Blanks": Marriage and Feminism in Later Nineteenth-Century England" Philippa Levine. pp. 150-174	190	0.6%	61	0.4%

Appendix IV: Competition Overview

Summary

Journal of British Studies subscription cost is competitively priced in its category.

The table below sets out cost per page comparison of leading journals in the fields related to *Journal of British Studies*. The *Journal of British Studies* is in the middle price range for institutions. This is important for (institutional) subscriber retention, as budgetary considerations have become a major determining factor in the renewal behavior of academic libraries.

We would ask the *Journal of British Studies* staff to review the following list and inform UCP as to which journals they would consider to be true competitors. We welcome any input regarding the market context of *Journal of British Studies*.

Price per page, Individual		Price per page, Institutional	
Journal	\$/page	Journal	\$/page
<i>Journal of Social History</i>	\$0.03	<i>Journal of Social History</i>	\$0.09
<i>Albion</i>	\$0.05	<i>Albion</i>	\$0.11
<i>Victorian Studies</i>	\$0.06	<i>Victorian Studies</i>	\$0.13
<i>Past and Present</i>	\$0.09	<i>History Workshop Journal</i>	\$0.19
<i>Historical Journal</i>	\$0.09	<i>Past and Present</i>	\$0.22
<i>Journal of British Studies</i>	\$0.10	<i>Historical Journal</i>	\$0.22
<i>Journal of Imperial and Commonwealth History</i>	\$0.10	<i>18th Century Studies</i>	\$0.23
<i>History Workshop Journal</i>	\$0.10	<i>Journal of British Studies</i>	\$0.24
<i>18th Century Studies</i>	\$0.10	<i>Journal of Imperial and Commonwealth History</i>	\$0.40

The table on the following page provides more detailed information on competing journals.

Journal of British Studies 2003

Competing journals

Journal	Publisher	Est	ISSN	Sponsor	Issues/ yr	Pp/yr	Circ	Online?	Subscription Rates				\$/page			
									Print & Online	Print Only	Online Only	Print & Online	Print Only	Online Only	Print & Online	Print Only
Ind	Inst	Inst	Inst	Ind	Inst	Inst	Inst	Inst	Inst	Inst	Inst	Inst	Inst	Inst	Inst	Inst
<i>Journal of Social History</i>	George Mason	1967	0022-4529	n/a	4	1034	1,500	Only Project Muse	\$35.00	\$90.00		\$0.03	\$0.09			
								Stu	\$25.00			\$0.02				
<i>Victorian Studies</i>	IUP	1957	0042-5222	n/a	4	740	3,000	Yes	\$42.50	\$98.00		\$0.06	\$0.13			
						1480		2 yr sub:	\$76.50			\$0.05				
<i>History Workshop Journal</i>	OUP	1976	1363-3554	n/a	2	613	1,900	Yes	\$59.00	\$115.00		\$0.10	\$0.19			
								special rate:	\$26.50			\$0.04				
<i>Past & Present</i>	OUP (PPS)	1952	0031-2746	P&PS	4	860	3,500	Yes	\$76.00	\$189.00		\$0.09	\$0.22			
								special rate:	\$38.00	\$39.00		\$0.04	\$0.05			
								schools		\$74.00		\$0.00	\$0.09			
<i>Historical Journal</i>	CUP	1923	0018-246X	n/a	4	1163	1,500	Yes	\$99.00	\$255.00	\$230.00	\$230.00	\$0.09	\$0.22		\$0.20
<i>Journal of British Studies</i>	UCP (NACBS)	1961	0021-9371	NACBS	4	548	1,539	Yes	\$53.50	\$134.00		\$0.10	\$0.24			
<i>18th Century Studies</i> ¹	JHUP (ASECS)	1967	0013-2586	ASECS	4	648	3,666	Yes, Project Muse	\$65.00	\$150.00		\$0.10	\$0.23			
								Stu	\$30.00			\$0.05				
								Non-mem sub		\$136.50	\$105.00	\$94.50	n/a	\$0.21	\$0.16	\$0.15
<i>Journal of Imperial & Commonwealth History</i>	Frank Cass Publishers	1972	0308-6534	n/a	3	627	530	No	\$60.00	\$250.00		\$0.10	\$0.40			
<i>Albion</i>	Dept History, ASU	1969	0095-1390	NACBS	4	800	1,635	No	\$38.00	\$85.00	inst 1-year		\$0.05	\$0.11		
								inc in membership		\$240.00	inst 3-year		\$0.10			
<i>JBS, Albion</i> ²				NACBS	8	1320		No, Yes	\$74.50	\$219.00		\$0.06	\$0.17			

Notes

1. *Eighteenth Century Studies* individual subscription rate (=ASECS mem) is graded by income range: \$50, 65, and \$75 with 13 further categories and rates (e.g., student, emeritus, joint, life, etc.).

2. *Albion* and *JBS* are grouped here given the perception member subscribers may have that they are receiving 1,320 pages for the total cost of the *JBS* member subscription rate, rather than realizing that *Albion* is free with the \$38.00 NACBS membership rate included in the \$74.50.

Appendix IV: Competition Overview